



A deadline is the difference between a dream and a goal.



# eNewsletter:

**Short-term Goal:** Increase our open rates and click-throughs by 30% on our eNewsletters and increase subscribership by 30% through social media and events. Continue to have a program success story for every eNews.

**eNewsletter Publication Schedule:** Once a month, usually towards the end of the month.

**Increase engagement:** To get more subscribers, we need to get people to sign up. We will push this out to our SM outlets, as well as have an iPad at all tabling events for folks to easily sign up.

## MEA Website Blog: NEW

**Short-term Goal:** twice a month blogs will be uploaded to the MEA website blog page. This will be a great opportunity for our program managers to promote and educate about our programs. Sometimes these blogs can be a re-blog of a Governor's blog that we produced...

**Number of Posts:** Twice a month. (There may be a lag in posting at the beginning due to the website transition)

**Blog Publication Schedule:** twice a month on the first and third Tuesday of the month.

**Increase engagement:** We will disseminate this blog throughout our SM platform. To increase engagement, at the end of every blog, we will have a one-liner to check us out on SM or sign up for monthly updates (eNewsletter).

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

## Follow MEA Communications




Sign up

## Photos and videos



## Worldwide Trends · Change

#CongratsOnOneMillionRicky  
 #FetüşHakaretiSahinelade  
 #GulenAilesininHimmetiMilleti  
 #RTERdoğanınYargısı  
 #AhmetBoduriteTrakyaKızanıSeriTkib  
 ÖnceFutbolunKurallarını ÖğrenTrabzonspor  
 BEHIND THE SCENES of SLSP  
 Yakup Aslan  
 Delena Are Each Others Happy Ending



## MEA Communications @MDEnergy

Our mission is to assist Maryland citizens and businesses to save money through smart investments in energy efficiency, renewable energy, and conservation.

Annapolis, MD · [energy.maryland.gov](http://energy.maryland.gov)

TWEETS 1,183  
 FOLLOWING 1,284  
 FOLLOWERS 1,012

Follow

## Tweets

**MEA Communications** @MDEnergy · Mar 4  
 Stay warm, winter isn't over. If you are in need of assistance in Maryland, you have options. Click here: [ow.ly/tWpce](http://ow.ly/tWpce)  
 Expand

Retweeted by MEA Communications  
**Maryland.gov** @StateMaryland · Mar 2  
 ICYMI RT @mdodhh: Governor O'Malley advises residents to use caution as winter storm moves through region. [governor.maryland.gov/blog/?p=10022](http://governor.maryland.gov/blog/?p=10022)  
 Expand

Retweeted by MEA Communications  
**MarylandStateClosing** @MdStateClosing · Mar 2  
 All State offices and facilities - CLOSED 7 AM Monday March 3rd to the end of the day shift. Emergency/essential staff - report as scheduled  
 Expand

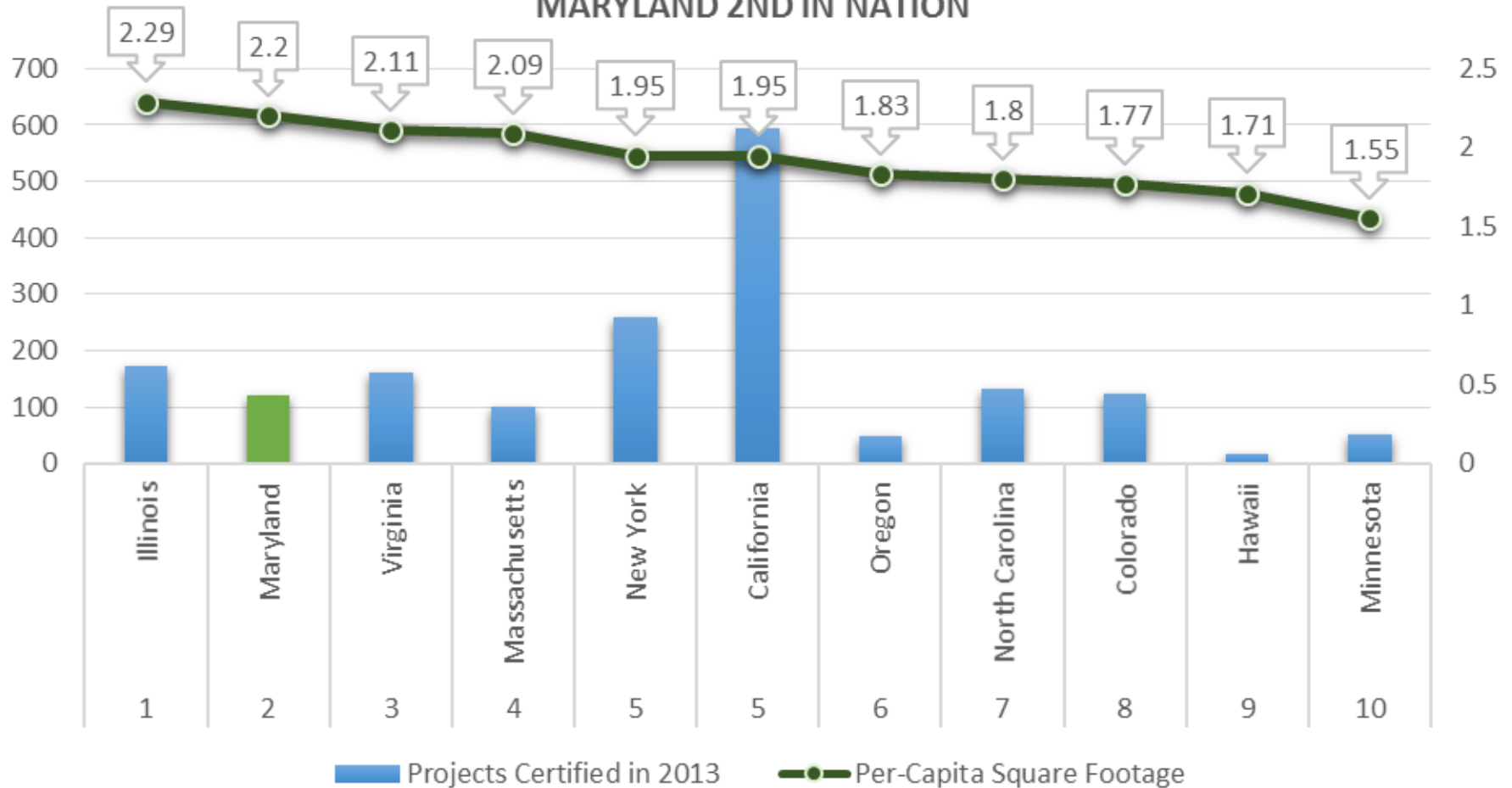
Retweeted by MEA Communications  
**Maryland.gov** @StateMaryland · Mar 1  
 Our Extreme Cold Weather = Higher Utility Bills. Help for Maryland families is available. Learn more: [ow.ly/u7eLs](http://ow.ly/u7eLs)  
 Expand



Senate Bill Number	House Bill Number	Bill Title	Position
SB0875	HB1165	Jane E. Lawton Conservation Loan Program	Support
SB0521	HB1076	Agriculture - Poultry Litter - Energy-Generating Cooperative Program	Support with Amendments
SB0734	HB747	Renewable Energy Portfolio Standard - Qualifying Biomass	Support
SB0530	HB0931	Renewable Energy Portfolio Standard - Thermal Energy	Support
SB0733	HB1149	Public Utilities - Renewable Energy Portfolio Standards	No Position   Letter of Information
	HB0553	Housing - Energy-Efficient Homes Construction Loan Program	Support with Amendments
SB0908	HB1345	Electric Vehicles and Recharging Equipment - Rebates and Tax Credits	Support
SB0259	HB0861	Agriculture - Easements - Renewable Energy Generation Facilities	Support with Amendments
SB0786	HB1192	Electricity - Community Renewable Energy Generating System - Pilot Program	Support with Amendments
SB0417	HB0786	Sales and Use Tax - Tax-Free Weekend - Exemption for Light-Emitting Diode (LED) Lights	Support
	HB0207	State Capital Projects - High Performance Buildings	Support
SB 186	HB0202	Clean Energy Loan Programs - Private Lenders - Collection of Loan Payments	Support
	HB1168	Electricity - Certificate - Wind Turbines - Limitation	Oppose

# LEED GREEN BUILDING ACTIVITY

MARYLAND 2ND IN NATION



## Powerful Savings Through Solar and Efficiency

"I'd put my money on the sun and solar energy. What a source of power! I hope we don't have to wait until oil and coal run out before we tackle that."

— Thomas Edison

**Free Solar Site Survey!**  
Call 855-327-5032 or...

[Schedule Here!](#)

### Solar Electric



Solar Electric is a reliable and cost-effective way for homes and businesses to permanently reduce their utility bills. Greenspring is a regional leader with hundreds of installations in homes and businesses. Our focus is on high-quality, high-efficiency solar electric products, at competitive prices. We service and support every product we sell.

[Click For More Information About Solar Electric](#)

### Solar Hot Water



Solar The affordable v from the applicable t we are a installations Kingspan So ho

[Click For Mo Water](#)

### Energy Efficiency



30% Tax Credit



Our Partner Brands:

## Solar firm's problems radiate to customers

**Greenspring Energy customers say firm didn't pay them for solar credits it sold on their behalf**

February 28, 2014 | By Jamie Smith Hopkins, The Baltimore Sun

When Ben Benokraitis bought a solar-powered water heater for his Baltimore County home two years ago, the installation company told him he'd get about \$800 a year in payments to help offset the cost.

That money would come from the sale of three Solar Renewable Energy Credits, or SRECs, his small system would create each year. His solar installer would [broker](#) the sales and send him a check.



Glen Arm, MD--Feb. 20, 2014--Ben Benokraitis stands in front... (Barbara Haddock Taylor...)

[Recommend](#) 33

6



2

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# GOVERNING

THE STATES AND LOCALITIES

FINANCE HEALTH **INFRASTRUCTURE** MANAGEMENT POLITICS PUBLIC SAFETY URBAN EDUCATION COMMENTARY DATA PHOTOS VIDEO

## INFRASTRUCTURE & ENVIRONMENT

### Solar Gardens: A Subscription to the Sun

75 percent of Americans can't put solar panels on their property. Community-owned solar gardens allow those people to take advantage of renewable energy for a fraction of the cost, but they need state and local support to grow.

BY ELIZABETH DAIGNEAU | FEBRUARY 2014



## MOST READ

Feds Fine Florida for Illegally Limiting ER Visits

2014 Governors Races: Are the Republicans Losing Ground?

Cities Consider Taxing Commuters to Drive Up Revenue

The Top 10 Legislative Issues to Watch in 2014

Seniors Create Their Own Communities in Cities

Obama Pitches Major New Investments in Budget Plan

New App Lets Police Officers Know If They're Too Tired to Work

Gentrification's Not So Black and White After All

'Zombie' Pensions: When Accounting Practices Hide the Truth from Taxpayers

ADVERTISEMENT



# GAME CHANGER PROGRAM

1.0

Solar-Charged Electric Vehicles (EVs) ●

State's First Solar Microgrid ●

Glazed Polymeric Solar Water Heating Systems

Community-scale Wind Project Assessment and Development

1.5

Residential Geothermal Heating & Cooling ●

Metering of 70 Commercial GHC Projects

Geothermal Heating & Cooling for the Living Building Challenge ●

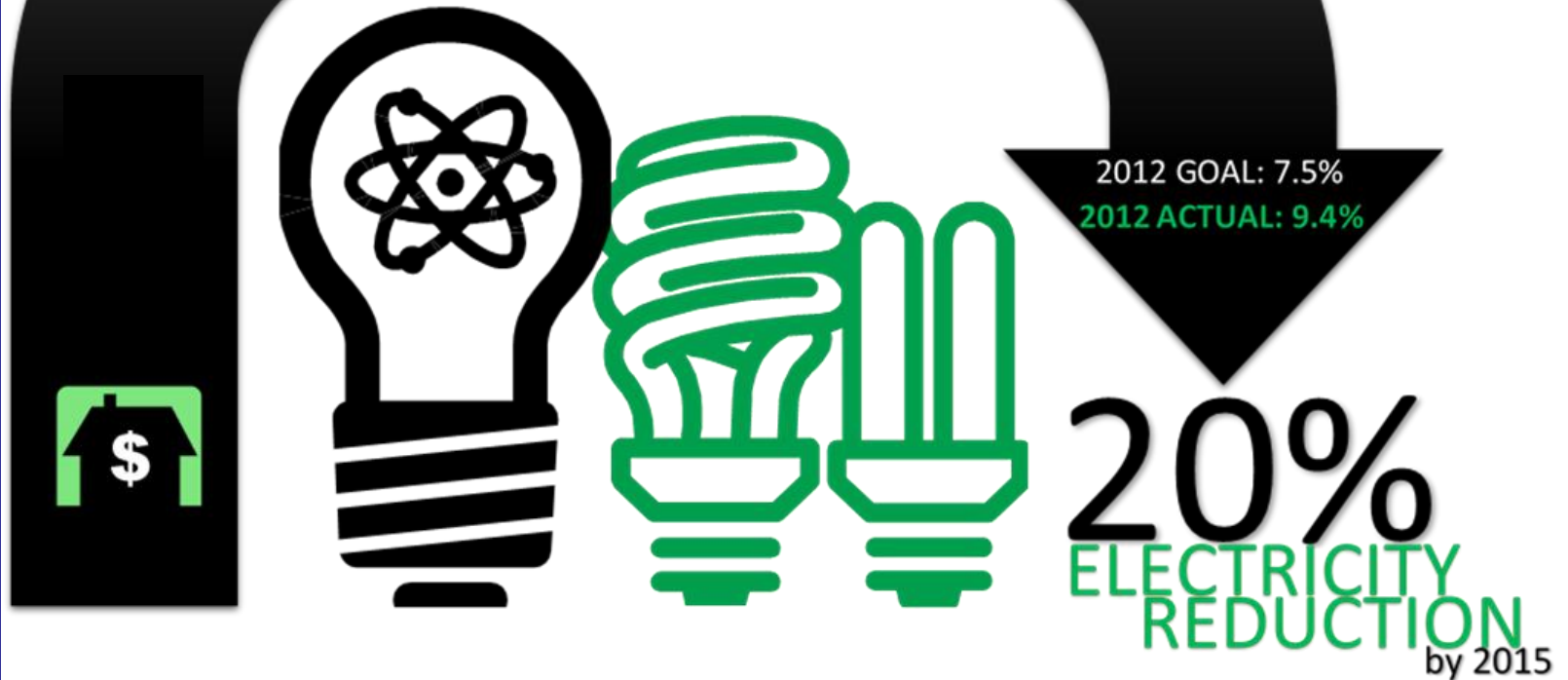
Standing Column of Water (SWC) Geothermal Heating & Cooling System ●

Greenhouse Installation of a Biomass Boiler/Organic Rankine Cycle Generator CHP System ●



<b>County</b>	<b>Allocation</b>	<b>County</b>	<b>Allocation</b>
Allegany	\$100,000	Harford	\$100,000
Anne Arundel	\$161,500	Howard	\$100,000
Baltimore City	\$342,500	Kent	\$100,000
Baltimore County	\$340,000	Montgomery	\$345,000
Calvert	\$100,000	Prince George's	\$379,000
Caroline	\$100,000	Queen Anne's	\$100,000
Carroll	\$100,000	St. Mary's	\$100,000
Cecil	\$100,000	Somerset	\$100,000
Charles	\$100,000	Talbot	\$100,000
Dorchester	\$100,000	Washington	\$100,000
Frederick	\$100,000	Wicomico	\$100,000
Garrett	\$100,000	Worcester	\$100,000

# EmPOWER



Per Capita Energy Usage (MWh) down **9.4%** from 2007 to 2012 from **12.38MW** baseline.

\$4.5 million available for the **EmPOWER Maryland Challenge/Commercial-Industrial Grant Program**, creating an average of 20% or more electricity reduction to recipients.

# Know the facts about colorectal cancer



Colorectal cancer is the  
leading cancer killer.



Both men and women  
get colorectal cancer.



Colorectal cancer often  
starts with no symptoms.

**Talk with your doctor about  
when you should have a  
colorectal cancer screening.**

## Find a Doctor

Last Name

☐ - Select Primary Care -

☒ - Select a Specialty -

FIND

## Log into MyChart

Forgot MyChart ID?

Password

Forgot Password?

New to MyChart

Terms and Conditions

LOG-IN

## NEWS/TOOLS

## BLOG/VIDEOS

## GET SOCIAL

## CLASSES

### News

- › Wills and Legacy Planning for Same-sex and Unmarried Couples Mar 11, 2014
- › Join Us for Smart Woman Series: Fighting Heart Disease Mar 10, 2014
- › Hospital Again Recognized by AHA as Fit-friendly Worksite Mar 3, 2014
- › Read all news releases | › See AAMC in the News

### For the Community

## Colorectal cancer risk assessment

Being aware of your risk  
factors for colorectal cancer  
may help you and your doctor  
decide when and how often  
you should be screened for  
the disease.

Check your risk

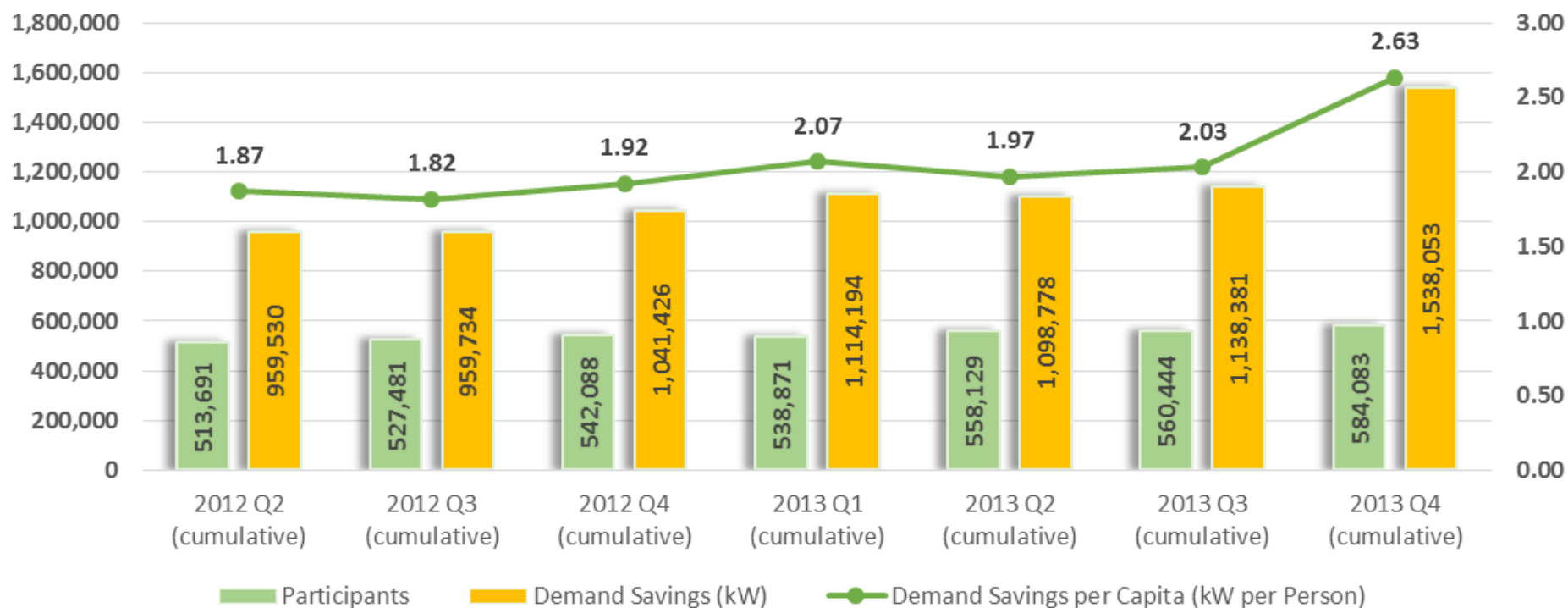


Colorectal risk

Buying & storing  
produce

Sodium sources

## Cumulative Peak Demand Reduction: Utility Peak Demand and Energy Efficiency Programs, 2012 Q2 - 2013 Q4



## Peak Demand Reduction: Utility Peak Demand and Energy Efficiency Programs, 2012 Q2 - 2013 Q4

